

IN THE CLAIMS

Please cancel claims 30, 43, 45, 97 and 122-125 without prejudice.

Please amend the following claims which are pending in the present application:

1 – 33 (Cancelled)

34. (Currently Amended) The ~~system-method~~ as claimed in claim 97~~121~~, wherein said applications include consumer decisions, buying, selling, trading loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation, restaurants, comparison and explorations of common interests; sharing peer-to-peer personal or business creative work or content, including photos, art-work, literature, music; managing a club or society; locating/supplying/“blacklisting” providers of goods or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; finding musicians.

35 - 47 (Cancelled)

48. (Currently Amended) The ~~system-method~~ as claimed in claim 97121, ~~wherein said system further including the steps of~~ automatically updating~~es~~ changes in the identifying characteristics, contact details, entity attributes, and any other data associated with and/or inputted by a contact and records same in a data record associated with each entity/contact.

49. (Currently Amended) The ~~system-method~~ as claimed in claim 48, ~~wherein said system further including the steps of~~ automatically maintain~~ing~~s connectivity between contacts following changes in a contact's contact details and/or the integrity of any aspect of a predetermined activity dependant on the contents of said entity data records of the contacts involved by virtue of said automatic updating.

50. (Currently Amended) The ~~system-method~~ as claimed in claim 49, ~~wherein the system further including the steps of~~ auto-synchronis~~ing~~es the contact details of contacts accessible to the user_entity with contact details stored in an electronic or data storage media connected by the user entity to the system.

51 - 90. (Cancelled)

91. (Currently Amended) The ~~system-method~~ as claimed in claim 97121 including the; further steps of including Mobile Notification Services to allowing a user entity to selectively receive alerts from a Mobile Notification Services, said alerts being in the form of a Short-Message (SMS), Enhanced SMS (EMS), Multi-Media Message (MMS),

plain-email, a paging message, or other message format sent to a mobile communication device.

92. (Currently Amended) The ~~system-method~~ as claimed in claim 91, further including the steps of Data-Application-Services enabling the user entities to optionally and selectively initiate or receive data communications related to their social networks from Data-Application-Services communicating via SMS, EMS, MMS, email, WAP, paging, or other wireless application communication data format.

93. (Currently Amended) The ~~system-method~~ as claimed in claim ~~122~~97, further including the steps of Location-Based Services enabling the user entities to augment interaction with their social network by using Location-Based Services using user entity location data from position location systems including one or more of: mobile-phone cell-site location, GPS location, manual or menu-driven location selection, and/or any combination of same.

94-97. (Cancelled)

98. (Currently Amended) The ~~system-method~~ as claimed in claim ~~97~~121, wherein said application is instigated from an entity or organised network external to said social network system.

99-120. (Cancelled)

121. (Currently Amended) A method performed using a system accessible over a data network and a plurality of data input devices connectable to said data network, said system including at least one host computer and a database of entity data records each relating to a corresponding user entity and containing one or more entity attributes including at least one identifying characteristic, of operating the social network system claimed in claim 97, said method comprising;

configuring said system method to providing each said a first user entity with a the virtual, unique, private, personal, social network formed from connections between contacts, said contacts being other user entities connected directly or indirectly to said first user entity; said method including the steps of: and

- communicating an invitation from said first user entity to one or more other user entities selected by said first user entity for inclusion in the first user entity's social network as a contact;
- recording, in said database, details of each user entity accepting said invitation and designating each accepting entity as being a direct contact connected to the first user entity by a first degree of separation;
- designating that for:
 - any second user entity directly connected to the first user entity and
 - any third user entity directly connected to the second user entity but not directly connected to the first user entity,

the first and third user entities are designated as being indirectly connected to each other with a second degree of separation, said third user entity;
- repeating the above steps on instigation by an individual user entity- having a corresponding entity data record in said database, wherein said instigating

users entity is equivalent to said first user entity in said repeated steps to create a corresponding individual, unique, personal, social network for each instigating user entity, collectively forming a plurality of social networks on said system, inter-connected by mutually connected contacts; and

- providing a said user entity with searchable access to at least part of the entity data records stored in said database;
- at least partially providing privacy for each user entity's individual, unique, personal, social network by permitting each said user entity to at least partially define which of its entity attributes contained in the corresponding entity data record are visible during said searchable access by other user entities to the entity data records stored in said database;
- permitting a said user entity to choose a role of provider or participant in communications and/or on-line interaction for a predetermined configuring said social network by said method to implement applications via said data network, allowing the user entity to perform one or more roles, wherein said roles include:
 - a provider is an user entity providing an , being an entity providing a tangible or intangible item, element, issue or service made available to at least one other entity; and
 - a participant is a user , being an entity utilising said provider's tangible or intangible item, element, issue or service.

122. (Cancelled)

123. (Cancelled)

124. (Cancelled)

125. (Cancelled)

126. (Currently Amended) The ~~system-method~~ as claimed in claim 121~~5~~, wherein said user entities may roles further choose include a facilitator role, being an entity providing a link or facilitating interaction between a provider and participant.

127. (Currently Amended) The ~~system-method~~ as claimed in claim 121~~5~~, wherein the ~~degree and nature~~extent to which a participant utilises said provider's ~~tangible or intangible~~ item, element, issue or service is at least partially participant-definable.

128. (Currently Amended) The ~~system-method~~ as claimed in claim 125~~121~~, wherein the data network includes the Internet, an intranet; wide and local area networks; a telephone or pager networks, telephone-based text-messaging or facsimiles; automated mail-server systems; power transmission networks, wireless networks; networks comprised of other telecommunication links: postal or courier services.

129. (Currently Amended) The ~~system-method~~ as claimed in claim 125~~121~~, wherein said item, element, issue or service is selectively made available by said provider to other entities with predetermined entity attributes, said entity attributes including at least one identifying characteristic, information regarding personal details, contact details, factors

or interests; friends; relations; school alumni; employment factors; business colleagues; professional acquaintances; sexual preferences, persuasions, or proclivities; sporting interests; entertainment, artistic, creative or leisure interests; travel interests, commercial, religious, political, theological or ideological belief or opinions; academic, scientific, or engineering disciplines; humanitarian, social, security/military or economic fields; and any combination of same.

130. (Currently Amended) The system-method as claimed in claim ~~125~~121, wherein said applications include consumer decisions, buying, selling, trading, loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation, restaurants, comparison and explorations of common interests; sharing peer-to-peer personal or business creative work or content, including photos, art-work, literature, music; managing a club or society; locating/supplying/"blacklisting" providers of goods or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; finding musicians.

131. (Currently Amended) The ~~system-method~~ as claimed in claim ~~130~~121, further comprising Location-Based Services enabling the user entity to augment implementations of said applications with their social network using user entity location data from position location systems including one or more of mobile-phone cell-site location, GPS location, manual or menu-driven location selection, and/or any combination of same, wherein information generated by said applications for communication between a user entity's contacts is at least partially derived from and/or designated by said location data.

132. (New) The method as claimed in claim 121, wherein said predetermined application may be performed with networks external to the social network system.

133. (New) The method as claimed in claim 121, wherein communication between entities may be restricted according to the degree of separation between the entities.

134. (New) The method as claimed in claim 121, wherein a user entity may selectively control access to its entity attributes to contacts within a selected degree of separation from the user.

135. (New) The method as claimed in claim 134, wherein a user entity may selectively control access to its contacts within a selected degree of separation from the user.